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10. The non-transitory computer-readable storage medium of claim 8, wherein the third content item is displayed adjacent to the second content item.

11. The non-transitory computer-readable storage medium of claim 8, wherein the third content item is displayed in the information resource such that at least a portion of the first content item is not visible.

12. The non-transitory computer-readable storage medium of claim 8, wherein the third content item comprises additional information about the second content item.

13. The non-transitory computer-readable storage medium of claim 8, wherein the third content item comprises an image or an image reference.

14. A system comprising:

one or more processors; and one or more computer-readable storage mediums storing instructions which, when executed by the one or more processors, cause the one or more processors to:

provide, to an application executing on a client computing device, for display, a second content item for display on a first information resource including a first content item occupying a first area on the information resource, the second content item occupying a second area on the information resource and including an actionable object, the second content item including a script configured to cause the client computing device to present a third content item within a third area of the information resource with-

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out causing the application to navigate the application from the first information resource to a second information resource;

receive a request responsive to an action performed on the actionable object of the second content item, the request including an indication to present the third content item in a third area of the information resource; and

provide, to the application executing on the client device, instructions to cause the client device to execute the script included in the second content item to modify the information resource to display the third content item in the third area of the information resource without causing the application to navigate to a second information resource.

15. The system of claim 14, wherein the action comprises a mouse-over of the second content item.

16. The system of claim 14, wherein the actionable object comprises a word or an icon.

17. The system of claim 14, wherein the third content item is displayed adjacent to the second content item.

18. The system of claim 14, wherein the third content item is displayed in the information resource such that the first content item is not shown.

19. The system of claim 14, wherein the third content item comprises additional information about the second content item.

20. The system of claim 14, wherein the third content item comprises an image or an image reference.

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